



THE FACTORS INFLUENCING INTENTION TO JOIN GIG ECONOMY AMONG HOSPITALITY AND TOURISM STUDENTS

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TABLE OF CONTENTS

TITLE	Page
TABLE OF CONTENTS	i
ABSTRACT	v
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	2-3
1.3 Problem Statements	4-6
1.4 Research Objectives	7
1.5 Research Questions	7
1.6 Scope of the Study	8
1.7 Significant of the Study	9
1.8 Definitions of Key Terms	10
1.9 Summary	11
CHAPTER 2: LITERATURE REVIEW	
2.1 Overview of Chapter	12
2.2 Underpinning Theory	
2.2.1 Job Demand Resources	13
2.2.2 Social Exchange Theory	14

2.2.3	Proposed conceptual framework	15
2.2.4	Theory of Planned Behavior	16
2.2.5	Intention to join gig economic	17
2.2.6	Intention to join the Gig Economy (Dependant Variable)	18
2.2.7	Meaningful work (Independent Variable) with Hypotheses	19
2.2.8	Sense of community (Independent Variable) with Hypotheses	20
2.2.9	Alignment with Organizational Values (Independent Variables) with Hypotheses	
2.3	Conceptual Framework	22
2.4	Summary	24
CHAPTER 3: METHODOLOGY		
3.1	Overview	25
3.2	Research Design	26
3.3	Population	27
3.4	Sample Size	27-29
3.5	Sampling Method	30
3.6	Research Instrument	31
3.7	Data Collection Procedure	32
3.8	Data Analysis	33
3.9	Summary	34
CHAPTER 4: RESULTS AND DISCUSSION		
4.1	Introduction	35
4.2	Result of Reliability Test	36

4.3	Demographic Assessment	37-41
4.4	Descriptive Analysis	42-45
4.5	Correlation Analysis	46-48
4.6	Summary	49
CHAPTER 5: CONCLUSION		
5.1	Introduction	50
5.2	Recapitulation of Research Question and Research Objective	51
5.3	Discussion Based on Research Objective and Research Question	52-54
5.4	Limitations	55-56
5.5	Recommendations	57
5.6	Summary	58
REFERENCE		59-64

TYPE SETTING FOR LISTS

LIST OF TABLES

Tables	Title	Page
Figure 1	Job Demand resources	13
Figure 2	Social Exchange Theory	14
Figure 3	Proposed conceptual framework	15
Figure 4	Theory of Planned Behavior	16
Figure 5	Model Proposed by Milliman	17
Figure 6	Conceptual Framework	22
Table 1	Determining sample size based on (Krejcie and Morgan, 1970)	28
Table 2	Sample Size Collector	29

LIST OF SYMBOLS AND ABBREVIATIONS

1. MDEC - Malaysian Digital Economy Corporation
2. JD-R - Job Deman Resources

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ABSTRACT

Research articles generally will investigate on the significant factors influencing involvement and intention to join the gig economy among hospitality and tourism students. The gig economy can be seen as the fuel that ignited change in developed economies around the globe. A cultural change in how we defined and desired how we wished to work gave us flexible work. The purpose of this research is to find out the ways, intentions and methods of students how to start join the gig economy after graduation. The purpose of this study will to investigate the relationship between meaningful work, sense of community, alignment of organizational values and intention to join the gig economy among hospitality and tourism students. A self-administered questionnaire will utilize in conjunction with a disproportionate stratified random sample procedure to participants select. This survey will include hospitality and tourism students at Universiti Malaysia Kelantan. The study aims to provide a detail the independent variable and dependent variable for this study based on variables adapted in Job demands-resources theory, Social Exchange Theory and Theory of Planned Behavior.

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW OF THE CHAPTER

~~The overview of this chapter will~~ discuss the factors influencing and involvement in the intention to join the gig economy among hospitality and tourism students. This chapter discusses the factors that cause many problems with wanting to join the gig economy among hospitality and tourism students. This chapter will begin by discussing the study's background to introduce the main topic's history. Then, the content will be followed by the subheadings. Subheadings are statements of problems, research objectives, and research questions to state a clear statement about the study. The content will continue with the scope of the study, significant studies, and definitions of terms and close with a summary of the chapter.

1.2 BACKGROUND OF THE STUDY

Employment services have become an industry, and employment agencies that have expanded their services have become businesses. To succeed, employment agencies require practical business management skills. Financial planning and evaluation, cost-cutting strategies, marketing, quality control, and public relations are all aspects of business management (Bonache, 2004). However, to achieve a high level of employee commitment, fair individual treatment and the need to be treated fair as constituents must be implemented. The standard work structure constrains it through the use of specific groups (Bonache, 2004).

Previous research has provided initial insight into students who can be related to the university's employee strategy; however, from an alum perspective, more research needs to examine the value of their professional networks and how they can be related to employability. Furthermore, fellow metropolitan students face multiple barriers compared to graduates from employment-related institutions (Evers, 2019). Therefore, postgraduates with different ranges of skills, knowledge, and abilities and a work environment for project work or self-employment in which they can contribute to the country, society, and even the economy, are hence called to work (Winterton, 2019). While employees in the gig economy are exposed to employability skills that include both generic and job-specific skills, they can immediately begin organizing a job or platform. When the wrong digital platform neither retains nor attracts employees, its average lifespan struggles, and it fails to attract customers. (Jabagi, 2018).

The gig economy can be seen as the fuel that ignited a change in developed economies around the globe. From a larger perspective, Mediating temporary work relationships between employers, users, and gig workers has adapted to mediating work domain relationships, mainly

on online platforms defined by the gig economy (Duggan, 2020). The observation of empirical research on the gig economy on initiating this type of work is minimal in cases where work arrangements affect workers' health and well-being outcomes. A cultural change in how we defined and desired how we wished to work gave us flexible work. A need to earn more money to keep up with inflation, which negated expected increases in purchasing power as wages increased, is another reason the gig economy emerged (John Fleming, 2021). Humans do not formally supervise platform gig workers. This platform is due to the provider platform's provision of virtual services via websites or applications (Kuhn & Maleki, 2017). Moreover, gig Organizations that want to support employee motivation should use IT artefact design where they need platform employee experience and understand the importance of digital platform architecture. Even though studies on the gig economy have grown in recent years, knowledge about it still needs to be improved with various discipline-specific interpretations and definitions (Kilhoffer, 2017).

Even though jobs have been maintained with benefits and security guarantees, the proportion of temporary workers in organizations is increasing (Khetarpal, 2018). According to the report, graduates prefer working part-time or in the newly increasing gig economy. As a result, employers must always understand their employees' behavior and psychological attitudes. (Monahan, 2018). As a result, negative consequences will not be associated with "temporary" insecurity. Managers must always understand job expectations, the needs of various motivations, group dynamics, and individuals to achieve work organization results, or their employee positions are temporary for their workforce.

1.3 PROBLEM STATEMENT

The gig economy has become a topic of discussion, and graduates' interest encourages discussion about the quality of work, long-term effects, and potential problems. The gig economy and an understanding of the larger economic context are becoming more popular among graduates in the hospitality and tourism industries, as is the involvement of an effective workforce that is relaxed and on their own time. The gig economy is a market that operates based on free contracts. Because of the high demand for workers in the gig economy, there is fierce competition for the few available positions. The government seeks solutions to improve their social security because gig workers contribute significantly to the workforce economy. Zurich predicted in early 2020 that 38 per cent of Malaysians would participate in the gig economy by 2021. The Malaysia Digital Economy Corporation (MDEC) has registered 2.2 million gig workers (Nursilah Ahmad, 2020).

The authenticity of work in the field of economic gigs is determined by the level of craftsmanship and creativity and the breadth of opportunities available to determine the salary and standard of living. Due to the low cost of doing business in the gig economy sector, gig workers must pay self-employment taxes and quarterly approximated taxes if they receive a payment for gig labour as independent contractors (Lewis, 2018) so that they might avoid penalties by making timely and adequate tax payments. Without a formal employment contract, intermediary online platforms are required to connect gig workers and clients while ensuring project delivery and payment processes (Meijerink & Keegan, 2019). Previous studies, however, suggested that gig workers should boost their expertise through certificates to compete in this market. Simultaneously, the sector should be supported by strong regulatory measures and democratic control over digital platforms (Graham, 2017). Additionally, the disruption of the gig economy has resulted in several significant developments and trends in how gig workers manage

their professional and personal lives in the new workplace environment. The work offered is casual, with no set hours or pay for the assigned tasks and no opportunity for advancement.

Besides that, the impact of social support infrastructure on the income disparity between rich and poor will be obvious. The pressure of life nowadays causes graduates of tourism and hospitality to find work in the gig economy because of the pressure of life, which is high nowadays due to inflation, forcing graduates to work multiple jobs (Neil Towers, 2020). Many people are interested in the gig economy because of its economic benefits, such as cost savings (Windekilde, 2016). The experiences of individuals with gig workers may differ depending on their financial situation. Some people use their gig economy work as their main source of income, while others use it only to supplement their income between full-time jobs or other side hustles (Kalleberg, 2016).

On the other hand, workers encounter a variety of negative outcomes, according to emerging evidence: low wages, uncertainty, dangerous and stressful working conditions, one-sided contracts, and a lack of job protection (Wood, 2019). The power and influence of employees (who sell their time) and capital (buy that time), as well as the social context in which work is performed, determine work relationships (Woodcock, 2020). Freelancers working online are prone to surrendering to market pressure and continuing to bid for additional work, even if doing so is counterproductive due to the increasing quantity of available work and the resulting decrease in pay (Azarisham, 2022). Since it does not offer paid parental or maternity leave or time off for caregivers, gig work harms gender equality (Altenried, 2021).

The gig economy's growth in Malaysia during COVID-19 and among hospitality and tourism students has yet to be studied. Since COVID-19 is a current issue, that is not only happening, but it is happening all over the world. Therefore, this study aims to identify the factors

influencing involvement and intention to join the gig economy among hospitality and tourism students.



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1.4 RESEARCH OBJECTIVES

1. To identify the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students.
2. To measure the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students.
3. To investigate the relationship between alignment with organizational value and intention to join the gig economy among hospitality and tourism students.

1.5 RESEARCH QUESTIONS

4. What is the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students?
5. What is the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students?
6. What is the relationship between alignment with organizational value and intentions to join the gig economy among hospitality and tourism students?

1.6 SCOPE OF THE STUDY

The gig economy can be seen as the fuel that ignited change in developed economies around the globe. A cultural change in how we defined and desired how we wished to work gave us flexible work. A need to earn more money to keep up with inflation, which negated expected increases in purchasing power as wages increased, is another reason the gig economy emerged (Lauren, 2021). The challenge that gig economies face is worker supervision. The platform provided is an online service app or website, and gig workers, by definition, still need a formal human supervisor (Kuhn & Maleki, 2017).

Nowadays, hospitality and tourism students at the University of Malaysia, Kelantan, need to be exposed to a job in the gig economy that gives great opportunities and advantages and can generate good income in the future. This study focuses on hospitality and tourism students at the University of Malaysia, Kelantan. The aim of this study is to find out the ways, intentions, and methods of students how to start joining the gig economy after graduation. It creates a genuine risk of burnout as students struggle to balance the demands of work and school. The gig economy provides an alternative way of doing things. Whether freelance content writing or assisting a company with a larger marketing project, this work allows for complete flexibility. Students can not only take on work as and when needed, but they can also more easily fit it around their academic obligations.

1.7 SIGNIFICANCE OF THE STUDY

Due to job flexibility and customer benefits from the gig economy's cheaper costs, it favours large enterprises. Therefore, every tool that will lead and direct them in discovering trustworthy, comparable, and dependable variables known as data is essential for a deeper grasp of the subject. People looking for information for future studies will primarily find it in this research.

1.7.1 Academic perspective

From an academic perspective, more research in this area needs to be conducted, particularly in the relations between hospitality and tourism students at the University of Malaysia, Kelantan. The study expands the body of knowledge by investigating theories such as Social Exchange Theory (SET) and Job Demand resources (JDR). Students will take advantage and opportunities from this study to make better choices in the future.

1.7.2 Practical aspects

The discussion will focus on how these topics may be studied further as research issues for the hospitality and tourist sectors. This article highlights difficulties generated by the so-called gig economy that has already been studied in conventional human resources workplace environments, including employee turnover, flexible employment, and the connection between employers. A gig economy is a labour market in the empirical finding for which abilities and communication skills. In addition, in the workplace environment, temporary workers in the contractor and freelance sectors are free to fill vacancies in the gig economy compared to permanent workers.

1.8 DEFINITIONS OF KEY TERMS

i. MEANINGFUL WORK

Employees place a high value on meaningful work, which is defined as work that is extremely important and has a positive meaning for an individual (Joost, 2018).

ii. SENSE OF COMMUNITY

A sense of community is about how people interact and relate to one another, and community represents a strong bond between people (Duchon, 2005).

iii. ALIGNMENT WITH ORGANIZATIONAL VALUES

Alignment with organizational values require the notion that employees want to work in an organization that seeks to be more than merely an excellent corporate citizen, but one that aims to have a high sense of ethics or integrity and make a more considerable contribution to the welfare of employees, customers, and society than the average company (Milliman, 2003; Malphurs, 1996).

iv. INTENTION TO JOIN

Intentions indicate the motivating reasons that underpin actions or how much effort an individual intends to exert to achieve a given behavior (Ajzen, 1991).

1.9 SUMMARY

This chapter discusses the background of the study, problem statement, research objectives, research questions, the significance of the study, and definitions of terms that have been used in this research. The objective is focused on investing in the relationship of meaningful work, a sense of community and intentions, and alignment with organizational values. This research also discusses the factors influencing involvement and intention to join the gig economy among hospitality and tourism graduates. The gig economy has become a topic of discussion, and graduates' interest motivates conversation about the quality of work, long-term effects, and potential problems. Due to job flexibility and consumer benefits from the gig economy's lower costs, large organizations benefit. Large organizations gain from reduced production costs and job flexibility.

CHAPTER 2

LITERATURE REVIEW

2.1 OVERVIEW OF CHAPTER

At the start of this chapter, the definition of the gig economy and Underpinning Theory will be explained. This chapter presents the literature and related studies on the elements that affect meaningful work, a sense of community and alignment with organizational value in the intention to join the gig economy among tourism and hospitality students. This study gives an overview of earlier investigations into how meaningful works and analyzes information about the factors that affect their choice of the gig economy. From that perspective, the hypotheses in this section describe the link between the independent variables (IV) and how it affects the intention to join the gig economy among hospitality and tourism students.

2.2 UNDERPINNING THEORY

The first theory is Job Demand resources (JDR). According to a definition provided by Demerouti (2001), job demand refers to the psychological, physical, organizational, or social aspects of the job that requires sustained physical or psychological (cognitive and emotional) effort or skills and is therefore associated with specific physiological and psychological costs. Work overload, interpersonal conflict, physical lifting, and job uncertainty are all examples of employment demands. According to Hockey's (1997) model of compensating control, the JDR model assumes that when job demands are high, extra effort is required to fulfil work goals and prevent performance degradation. The physical and psychological costs of this theoretical model include weariness and irritability. Workers can recover from mobilizing this extra energy and the accompanying costs by, for example, taking a break, switching jobs, or undertaking less taxing activities. When recovery is inadequate or insufficient, the employee leaves with persistent activation, which gradually exhausts them physically and mentally. Researcher Arnold Baker developed this theory. Figure 2.2.1 shows the adapted model theory from Bakker and Demerouti (2007) with the under-independent variable adapted, which is meaningful work

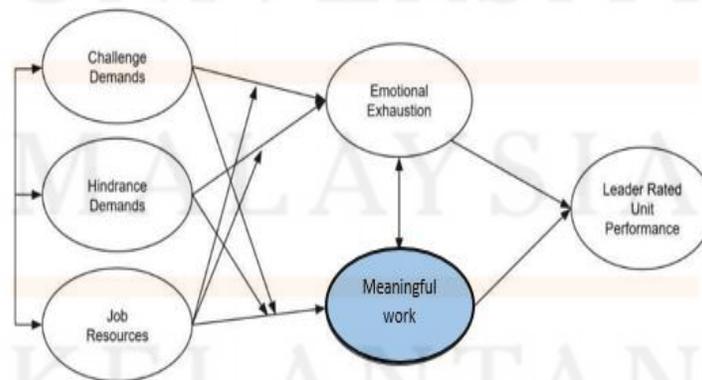


Figure 2.2.1: Job Demands Resources theory (JDR) Model 5 adapted from Bakker & Demerouti (2007)

Social exchange is the second theory in this research. Homans (1961) defined social exchange as the exchange of actions between at least two parties, tangible or intangible, rewarding or costly. Costs are generally defined as alternative activities or opportunities foregone by participants. Homans (1961) used reinforcement ideas developed from behaviourism prevalent in the early 1960s to explain the persistence of exchange interactions. Determining behaviour is by rewards provided by the nonhuman environment or other humans. Emerson (1972) later proposed a more formal psychological grounding for exchange based on these basic reinforcement concepts. According to Blau (1964), "social exchange theory" (SET) refers to people's voluntary behaviour that is encouraged by the expected reward and usually obtains reciprocation from others. In contrasting social and commercial interaction, he emphasizes that the nature of the obligations associated with social transactions tends to remain unexplained, at least initially. SET refers to exchanging intangible resources with symbolic advantages such as affection, respect, knowledge, information, position, honour, and friendship (Cropanzano, 2008). This theory was developed by researcher Homans (1961). Figure 2.2.2 shows that this theory adapted model theory from researchers Gursoy and Kendall (2006) with the under-independent variables: attachment to the community, concern for the community and socio-territorial values.

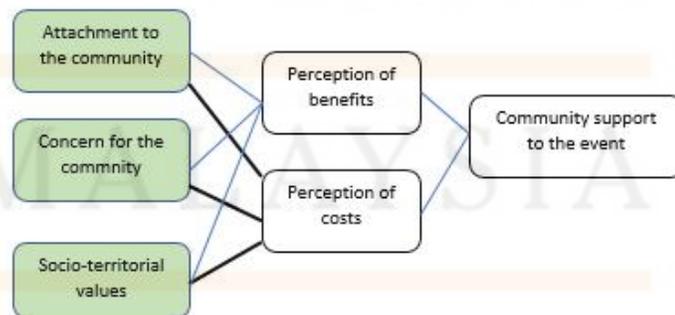


Figure 2.2.2: Social Exchange Theory (SET) Adapted from Gursoy and Kendall

Next, figure 2.2.3 shows the proposed conceptual framework of the study of social exchange theory from Blau (1964) with the independent variable, which is the alignment of organizational values, a sense of community and meaningful work. To be helpful, the individuals who comprise that organization must have the same values as the organization and contribute to creating and defining the organization's values (Eneken & Ljudmila, 2017). Organizational principles must be shared and implemented by all organization members to be successful. Shared values influence performance in a variety of ways (Maccoby, 1998). It is because of the sense of shared values; employees can make better decisions. Employees who understand and believe in the company's principles are more inclined to make decisions that support those values (Berson & Dvir, 2005).

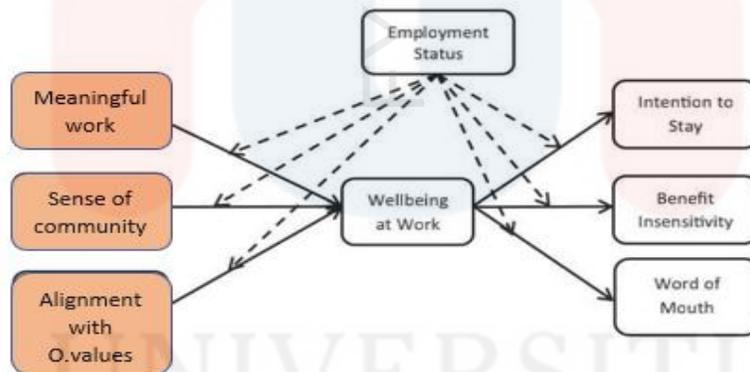


Figure 2.2.3: Proposed conceptual framework of the study from Blau (1964)

Lastly, the Theory of Planned Behavior (TPB) predicts a person's intention to act at a specific place and time. Behaviour intention drives individual behaviour and determines three factors; an individual's attitude toward behaviour, a subjective norm, and perceived behavioural control (Ajzen, 1991). Based on the premise that humans are logical and use the information that may be available to them systematically for this theory (Achmat, 2011). Figure 2.2.4 The Theory of Planned Behavior (TPB) was developed and adapted by Icek Ajzen to predict human behaviour (Ajzen, 1991).

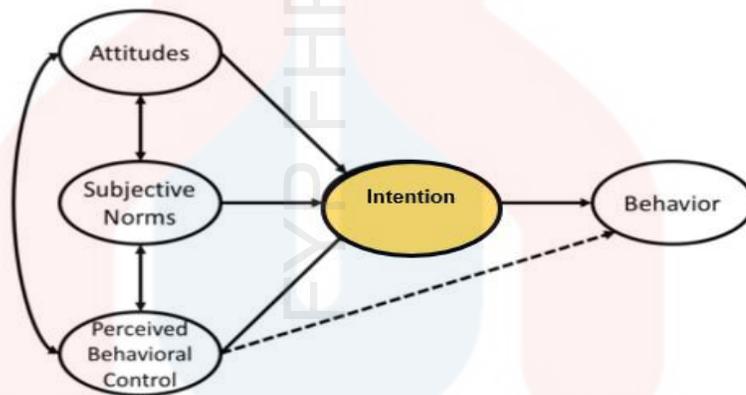


Figure 2.2.4: Theory of Planned Behavior Adapted from Ajzen (1991)

The following section of this paper goes on to describe in greater detail the independent and dependent variables for this study, which are based on the Job Demands-Resources (JDR) theory, Social Exchange Theory, and Theory of Planned Behavior, followed by the proposed framework research depicted in Figure 2.2.5 based on the underpinning theories of meaningful work, sense of community, and alignment with organizational values.

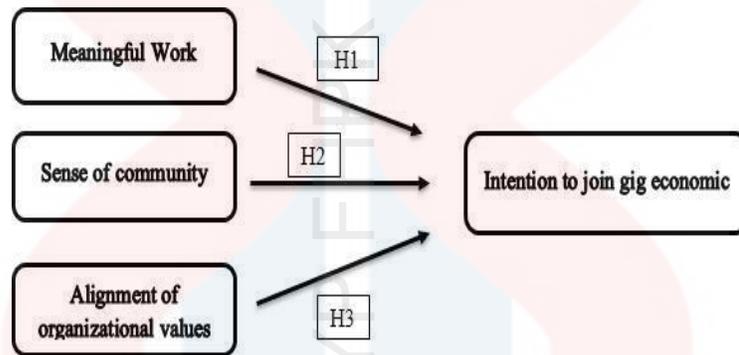


Figure 2.2.5: Model Proposed by Milliman et al. (2003)

2.2.6 Intention behavior (Dependant Variable)

Intentions are the motivational factors underpinning actions or how much effort an individual intends to expend and accomplish a specific behaviour (Ajzen, 1991). The concept of intention benefits interventions and behaviour change researchers intended to improve a framework frequently used to improve public health, energy conservation, educational and organizational outcomes that view intent as a fundamental predictor of behaviour change (Ajzen, 1991). Intentions based on feelings about completing the conduct (affective attitudes) rather than ideas about the expected consequences of doing (cognitive attitudes) are generally related to improved behaviour prediction (Conner, 2016).

While there are numerous definitions of the intended behaviour gap have been proposed, the definition will be used in this research intention of purchase can be used to explore a new distribution channel that helps managers determine whether the concept needs further development, as well as which geographic areas and consumer segments to target through the channel (Morwitz, 2007). According to Vijayasathy (2004), compatibility with online shopping will be determined by existing values because culture is defined as a group of individuals' shared values and symbols. Compatibility with internet purchasing will differ based on cross-cultural based on values of each sample.

2.2.7 Meaningful work (Independent Variable)

Meaningful work is essential to well-being and prosperous life (Rossa, 2010). Meaningful work can be viewed from two perspectives: realization or justification. According to Christopher (2019) argument mainly with the definition of "meaningful" as it modifies "work" and will only briefly now delve into the many complexities of the noun "work," for which a "relatively straightforward definition" is also elusive (Okhuysen, 2013). According to the realisation perspective, meaningful work is generated by meeting the needs, motivation and desires associated with self-actualization (Byrne & Steger, 2013).

According to the social exchange theory by Blau (1964), employees who are satisfied with their jobs and workplace will give back to the organization. It is why meaningful work is worth pursuing (Christopher, 2019). Meaningful work may facilitate, but it is also one aspect of the larger self-realization construct (Allan et al., 2014). Meaningful work involves realising one talent and abilities, as well as one individuality, in one work and producing activity in a self-determined manner. (Roessler, 2012). Therefore, this study will propose the hypothesis as follows:

H1: There is a significant relationship between meaningful work and intention to join the gig economy among hospitality and tourism students.

2.2.8 Sense of community (Independent Variable)

The concept of community is based on various measures of life satisfaction and well-being. The sense of community responsibility is a distinct construct that represents feelings of obligation and duty to protect and improve the well-being of a community and its members (Branda Nowell, 2014). A sense of community develops through interaction and deliberation among people who share common interests and goals (Westheimer & Kahne, 1993). The ability to function competently in the community was positively related to a sense of community (Glynn, 1981).

Next, a stronger sense of community leads to greater economic prosperity, physical and mental health and can influence social justice and change (Shinn, 2002). There is a strong sense of community in cities, suburbs, rural areas, tribes, schools, universities, recreational clubs, and online communities (Chavis, 2008). Although empirical evidence on the relationship between shared emotional ties and a sense of community is limited, shared emotional ties are based on the idea that frequent interactions and shared events result in stronger attachment and relationship development (Pendola, 2008)

H2: There is a significant relationship between a sense of community and intention to join the gig economy among hospitality and tourism students.

2.2.9 Alignment with Organizational Values (Independent Variables)

Alignment with organizational values refers to the idea that employees want to work for a company that aims to have a high quality of morals and contribute more to the welfare of its staff, clients, and society (Biggs, 2014; Milliman, 2003). Moreover, alignment with organizational value is a concept that is frequently suggested but rarely explained in depth in models of human resources development (HRD). The concept of alignment helps develop high performance by showing how the interconnected elements can improve their individual and collective quality and products (Semler, 2007). It also helps define organizational values and acts as an employee bonding mechanism (William, 2010).

Next, Collins (2001) and Porras (2004) found a relationship between alignment with organizational values and well-established work performance. Good performance management is a continuous and positive collaboration between employees and managers. Managers can evaluate and support the performance and capabilities of employees in the gig economy. In addition, the values at work perspective can bring positive results to the company's performance when employee values align with organizational values. The strongest of these goals is the devotion of the workforce (Stride, 2014). This study will propose the following hypothesis:

H3: There is a significant relationship between alignment with organizational values and intention to join the gig economy among hospitality and tourism students.

2.3 CONCEPTUAL FRAMEWORK

The figure below depicts the relationship between independent and dependent variables. From the conceptual framework, this research has three independent variables: meaningful work, a sense of community, and alignment of organizational values. The dependent variable of this topic is an intention to join the gig economy.

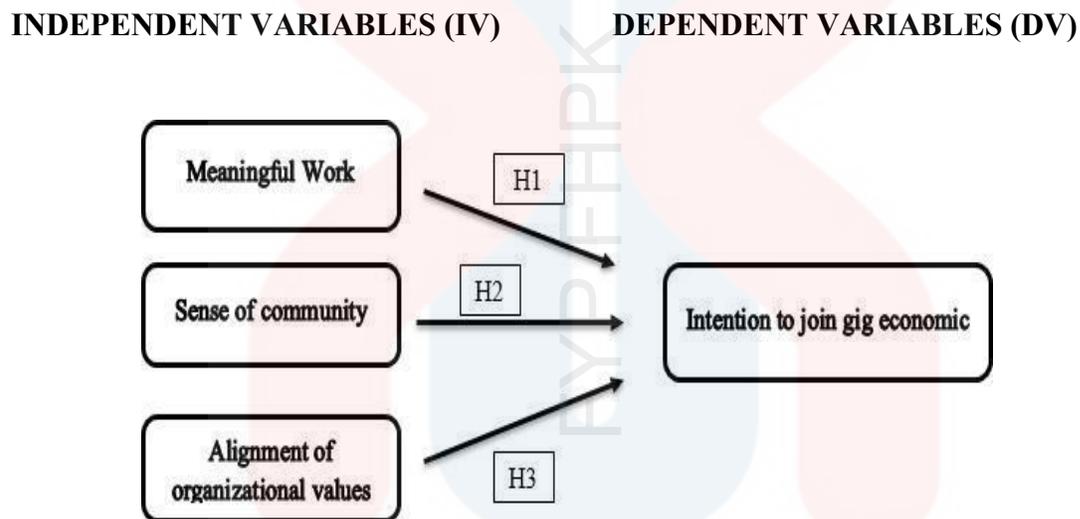


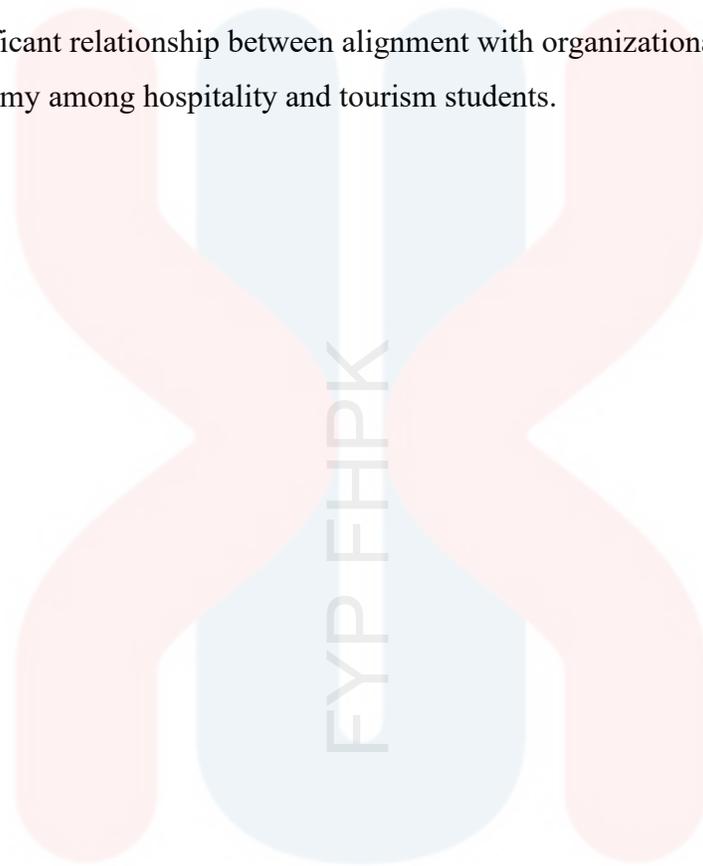
Figure 2.3 Conceptual Framework

Based on Figure 2.3, the following hypotheses are proposed:

H1: There is a significant relationship between meaningful work and intention to join the gig economy among hospitality and tourism students.

H2: There is a significant relationship between a sense of community and intention to join the gig economy among hospitality and tourism students.

H3: There is a significant relationship between alignment with organizational values and intention to join the gig economy among hospitality and tourism students.



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2.4 SUMMARY

This study discussed the underpinning theories of Job Demand resources (JDR), Social Exchange Theory (SET), and the theory of Planned Behaviour. The definitions of the independent variable and dependent variable were highlighted. Next, to support the proposed framework, the reader will learn about the methods researchers intend to use for this journal.



CHAPTER 3

METHODOLOGY

3.1 OVERVIEW

This chapter will discuss the research methodology and explain the data collection and analysis methods used in their research. The eight segments that will be discussed are the research design, population, sample size, sampling method, data collection procedure, research instrument, and data analysis. The methodology in this chapter describes and justifies the methodology in detail, such as by providing an overview of the types of research conducted by researchers, how the data was collected, and from whom or where the data came from.

3.2 RESEARCH DESIGN

In this quantitative study, an experimental research design was utilized to aid in finding causal links between variables. This strategy supports the researcher by systematically developing techniques to test the presented hypothesis. According to Kabir (2016), hypothesis-testing research is a study undertaken with the explicit objective of disproving an established idea. It could be either experimental or non-experimental. The independent variable is subjected to intervention or functional alteration in experimental research. This method requires selecting a random sample of the population and dividing individuals into various groups.

For data collection in this study, the researchers used a cross-sectional survey approach. In cross-sectional research designs, the data that has been obtained simultaneously (Sekaran & Bougie, 2016). Using a cross-sectional design in this research thus advantages the researchers in various ways. This research design is less expensive than the longitudinal technique since researchers only to acquire data just once considering cost and time constraints. Furthermore, because data for all variables can be acquired concurrently, a cross-sectional design has various advantages, including being relatively affordable and time-consuming (Bland, 2001). As a result, the cross-sectional survey design is considered suitable for this investigation.

Furthermore, the current study will use a quantitative method, which includes formal, objective, and systematic techniques that use data to gain information on any subject (Burns, 2005). This strategy can also assist researchers in explaining the causal links between variables. The researchers will use an online questionnaire survey instrument to collect data from the respondents to obtain information on meaningful work, a sense of community, and alignment with organizational values among tourism and hospitality students.

3.3 POPULATION

The population is the collection or cluster of all the segments where the research results will be applied (Sathish, 2016). In terms of population definition, it encompasses all of the segments to which research results can be adapted. The population can be clearly defined in the problem statement. The population of this study includes hospitality and tourism students at the University of Malaysia, Kelantan. The population of students from the Faculty of Hospitality and Tourism is 2007.

3.4 SAMPLE SIZE

A focus of sample size is to let the researchers perform studies on people from the population to draw generalizable conclusions. It is the same as the process of giving and receiving. The population "gives" a sample and then "draws" a conclusion based on the results of the sample size (Explorable.com, 2009). This study's sample size focuses on students' involvement and intention to join the gig economy among hospitality and tourism factors. The sample size was applied to evaluate the population without a perfect sample size. According to Krejcie and Morgan's table, the sample size for tourism and hospitality students is 327 (Table 1).

Table 1: Determining sample size based on (Krejcie and Morgan, 1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Table 3.4 Sample Size Collector

YEAR	TOTAL OF STUDENT	PROPORTION FROM EACH CATEGORY	SAMPLE SIZE BASED ON PROPORTION
YEAR 1 SAP	362	18.0	60
YEAR 2 SAP	334	16.6	54
YEAR 3 SAP	306	15.3	50
YEAR 4 SAP	314	15.7	51
YEAR 1 SAH	187	9.3	30
YEAR 2 SAH	172	8.6	28
YEAR 3 SAH	159	7.9	26
YEAR 4 SAH	173	8.6	28
TOTAL	2007	100%	327

SAP : Bachelor degree in Tourism

SAH : Bachelor degree in Hospitality

3.5 SAMPLING METHOD

Sampling is commonly employed in academic research to acquire important information about a population (Thompson, 1992). A sample frequently provides a viable approach for researchers to obtain useful decision-making knowledge that would otherwise be unattainable and unaffordable (Black, 2009). As a result, a *sample* can be defined as a subset of a specific population (Raj, 1968), and the sampling technique enables the researcher to estimate some unknown characteristics of a target population (Lohr, 1999). *Convenience sampling* is a non-probability sampling method in which units are chosen for inclusion because they are the easiest for the researcher. Each stratum is subsequently blended into a single sample using a snowballing method. Because the number of students at the University of Malaysia Kelantan is limited, this investigation will use probability-convenience sampling.



3.6 RESEARCH INSTRUMENT

The purpose of the research instrument is to be a tool that researchers can use to collect and analyze data for this study. These three sections are in the questionnaires: Section A for meaningful work, a sense of community, alignment with organizational values, and intention to join the gig economy among hospitality and tourism students. Meanwhile, Section B is for the demographic questions, which will use ordinal and nominal scales. This data collection method used the dual languages of English and Malay, which will be easy for respondents. Section A will use a 5-Likert interval scale, and the measurements are as follows: 1-Strongly disagreed, 2-Disagreed, 3-Neither agree nor disagreed, 4-Agreed, and 5-Strongly agreed.

To distribute the online questionnaire to respondents, the researchers will use Online Questionnaire, an internet document management platform for creating and editing browser questionnaires. The researchers can use the online questionnaire to send questionnaire links to a large number of targeted respondents via WhatsApp and social media. It gathers sufficient responses from participants and saves both money and time during the data collection process. Overall, the online survey is a helpful tool that will be useful in this study.

3.7 DATA COLLECTION PROCEDURE

Primary data collection refers to the methods by which researchers collect data for research. The most common types include questionnaires, interviews, focus groups, observation, surveys, case studies, and experimental methods (Hamed Taherdoost, 2021). The researcher collected data from respondents based on a variety of criteria. Respondents for this study must be Universiti Malaysia Kelantan hospitality and tourism student class representatives through their specific group. The researcher will distribute the Google form to hospitality and tourism student graduates through the Whatsapp and Telegram applications. The total number of questionnaires is 327, distributed online to students and collected once completed.



3.8 DATA ANALYSIS

The researchers used the Statistical Package for the Social Sciences (SPSS) version 26.0 to analyze the collected data. Data analysis will be conducted for reliability tests, descriptive statistics, and Pearson correlation coefficients. Data to be analyzed can be transformed into reports, including charts and plot distribution. The Pearson correlation coefficient will quantify the strength of a linear relationship between independent variables (IV) and dependent variables (DV). This research aims to determine if there are any relationships between independent variables (IV), like alignment with organizational values, meaningful work, and a sense of community, and dependent variables (DV), which influence the intention of hospitality and tourism students to join the gig economy. If a correlation has been found, the researchers must identify the strengths and conduct a relationship analysis between dependent and independent variables

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

Table 2 : Rule of Thumb the pearson correlation coefficient (Hinkle, 2003)

3.9 SUMMARY

In conclusion, for this chapter, the researcher has already defined a research methodology that includes identifying the population and the exact number of hospitality and tourism students, estimating the sample size, sampling method, planning for an online questionnaire survey, data collection procedure, and analysis of the collected data. Three hundred twenty-seven (327) students from the Faculty of Hospitality, Tourism, and Wellness (FHPK) students were selected as a sample. A stratified sample with an additional snowball will be applied, and questions will be sent to class representatives. The full analysis included the researcher's use of Statistical Package for the Social Sciences (SPSS) version 26.0 to analyze the information gathered, and the Pearson correlation coefficient will be used to quantify the strength of a linear relationship between independent variables (IV) and dependent variables (DV).

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 OVERVIEW OF THE CHAPTER

This chapter will go through a reliability test followed by demographic assessment and then the descriptive analysis to check the mean score and standard deviation followed by Pearson correlation analysis for hypothesis testing.



4.2 RELIABILITY ANALYSIS

Reliability analysis is a critical field of study that examines and quantifies the dependability of systems, products, or processes. It entails analyzing and interpreting data to determine the likelihood of failures, malfunctions, or errors occurring during a specific period. Cronbach's alpha is used statistically to assess a scale or questionnaire's internal consistency or reliability. It quantifies how closely the items on a scale measure the same underlying construct (DeVellis, 2017). So, to examine the questionnaire's reliability, a pilot test with 30 questionnaires was conducted. Cronbach's alpha ranges from 0 to 1, with higher values indicating greater internal consistency.

Table 4.3.1: Result of Reliability analysis

Variables	Cronbach's Alpha value	N of items	Strength of correlation coefficient value (r)
Independent variable 1 (Meaningful work)	0.796	5	Strong
Independent variable 2 (Sense of community)	0.824	5	Very strong
Independent variable 3 (Alignment with O.values)	0.854	5	Very strong
Dependent variable (Intention to join gig economic)	0.893	5	Very strong

Table 4.3.1 shows the value of Cronbach's alpha for this study's independent and dependent variables. According to the table, all the variables were above 0.7. Based on the reliability results above, the researcher has verified all the independent and dependent variables. For all independent and dependent factors, Cronbach's Alpha indicated a value of 0.7 and 0.8, whereas Cronbach's Alpha based on standard items reveals a value of 0.7 and 0.8. The coefficient values of the variables ranged excellently in terms of reliability level, as was demonstrated. A common guideline for characterizing internal consistency using Cronbach's Alpha is presented in the table.

4.3 DEMOGRAPHIC ASSESSMENT

This research asks a few questions to analyze the descriptive analysis for demographics such as gender, race, age, marital status, educational level, and education. The data are collected to test frequency and percentage. The total number of respondents is 327.

4.3.1 Respondent Demographic Profile

4.3.1.1 The number of respondents based on Gender

Gender	Frequency	Percentage
Male	104	31.8
Female	223	68.2
Total	327	100

Table 1: Statistic table based on gender

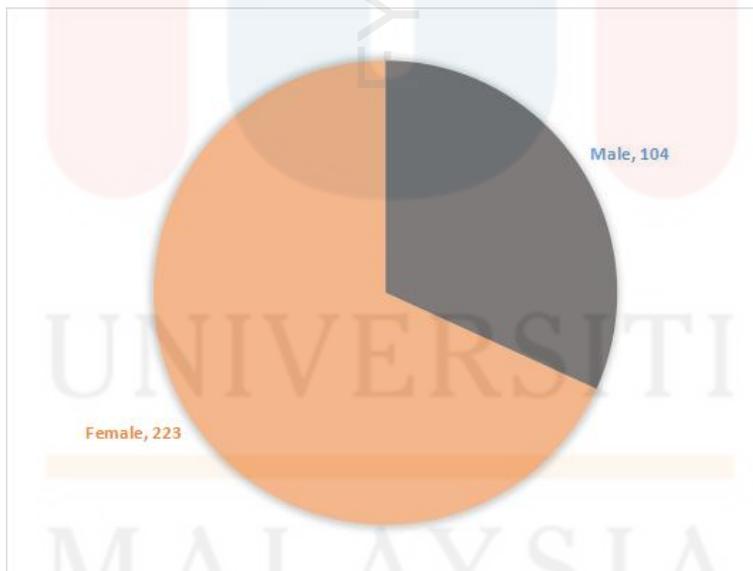


Figure 1: Pie chart of respondent based on gender

Figure 1 shows the percentage of the respondents based on their gender. Of the 327 respondents, the highest number of genders is female, with 68.2% (N = 223), while males have 31.8% (N = 104).

4.3.1.2 The number of respondents based on Race

Race	Frequency	Percentage
Malay	294	89.9
Indian	13	4
Chinese	11	3.4
Others	9	2.7
Total	327	100

Table 2: Statistic table based on race

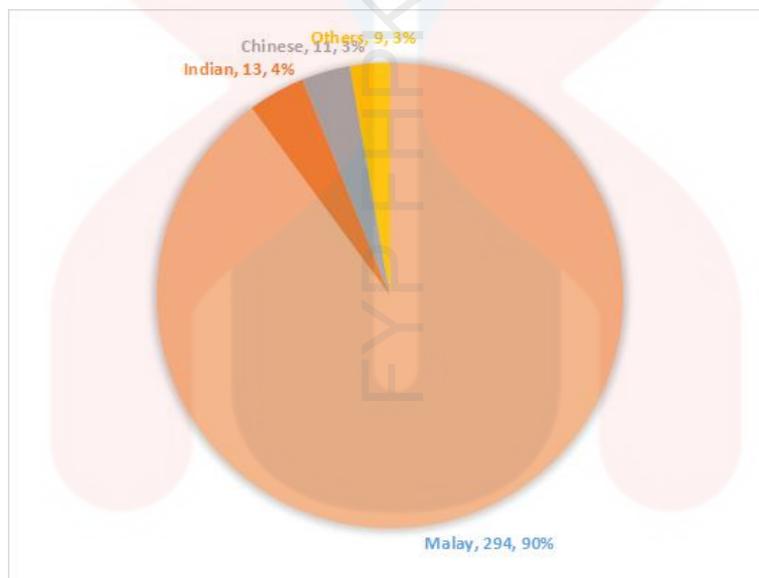


Figure 2: Pie chart of respondent based on race

Figure 2 shows the percentage of the respondents based on their race. Out of 327 respondents, the highest number of races is Malay with 89.9% (N = 294), while Indians have 4% (N = 13), Chinese have 3.4% (N = 11), and Others have 2.7% (N = 9).

4.3.1.3 The number of respondents based on Marital Status

Marital Status	Frequency	Percentage
Single	311	95.1
Married	16	4.9
Total	327	100

Table 3: Statistic table based on marital status

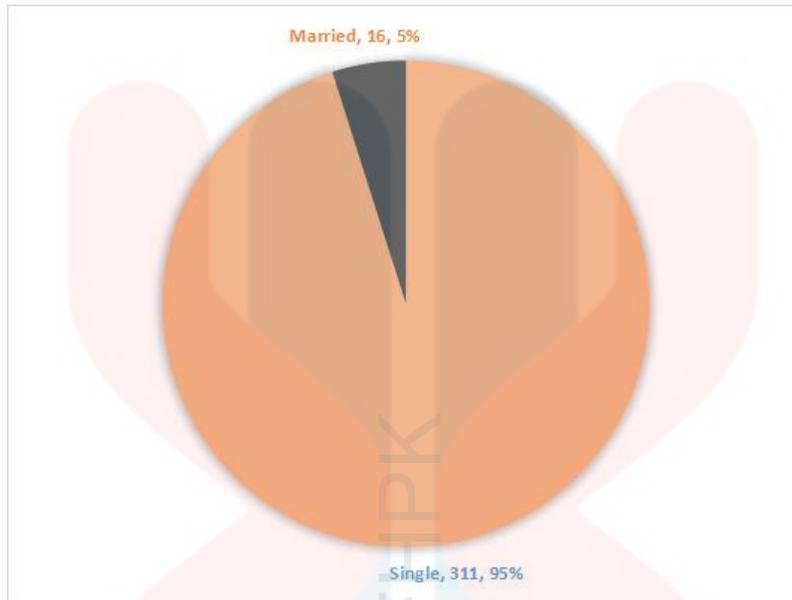


Figure 3: Pie chart of respondent based on Marital Status

Figure 3 shows the percentage of the respondents based on their Marital Status. Out of 327 respondents, the highest number of Marital Status is single with 95.1% (N=311), while the married has 4.9% (N=16).

4.3.1.4 The number of respondents based on Educational Level

Educational Level	Frequency	Percentage
Secondary	8	2.4
Diploma	24	7.3
Bachelor of Degree	286	87.5
Master Degree	9	2.8
Total	327	100

Table 4: Statistic table based on Educational Level

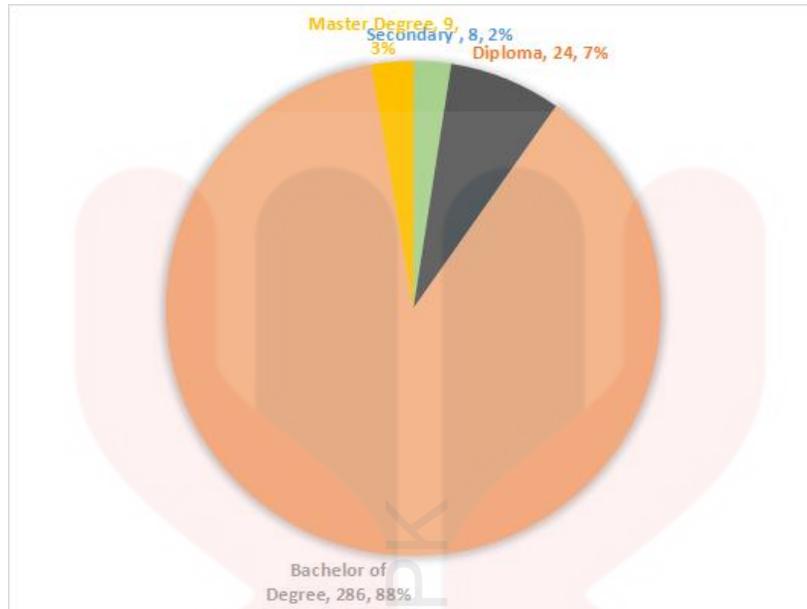


Figure 4: Pie chart of respondent based on Educational Level

Figure 4 shows the percentage of the respondents based on their educational level. Out of 327 respondents, the highest number of races is Bachelor of Degree with 87.5% (N=286) while the Diploma has 7.3% (N=24), Master Degree has 2.8% (N=9), and Secondary has 2.4% (N=8).

4.3.1.5 The number of respondents based on Occupation

Occupation	Frequency	Percentage
Student	288	88.1
Employed	39	11.9
Total	327	100

Table 3: Statistic table based on Occupation



Figure 5: Pie chart of respondent based on Occupation

Figure 5 shows the percentage of the respondents based on their Occupation. Out of 327 respondents, the highest number of Occupation is students with 88.1% (N=288), while the employed has 12% (N=39).

4.4 DESCRIPTIVE ANALYSIS

4.4.1 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

Descriptive analysis was also used to characterise the dependent and independent variables' mean and average mean. Each statement is examined to establish its meaning and then interpreted based on the degrees of agreement. This study will examine how respondents agree on meaningful work, a sense of community, alignment with organisational values, and intention to join the gig economy among hospitality and tourism students.

Table 4.4.1.1: Range of Mean and Level of Agreement (Eun Young Cho, 2014)

Mean Value	Level of Agreement
4.21-5.00	Strongly agree
3.41-4.20	Agree
2.61-3.40	Uncertain
1.81-2.60	Disagree
0.00-1.80	Strongly disagree

Table 4.4.1.2: Descriptive Analysis Statistic of Meaningful Work

No.	Item Description	N	Mean
1	I expect the work is consistent with my personal values or interest in the gig economy	327	3.94
2	I want to work in a supportive or cooperative environment in the gig economy	327	4.11
3	I think the work in the gig economy provides me with a sense of personal or professional fulfillment	327	3.96
4	I expect my work allow me to lead a meaningful or fulfilling life in the gig economy	327	4.09
5	I perceived work in the gig economy is making a difference in the lives of others	327	3.98

This table shows the average mean for each question in the first independent variable, that is meaningful work. The item with the greatest meaning was ‘I want to work in a supportive or cooperative environment in the gig economy.’ It had a 4.11 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was ‘I expect my work will allow me to lead a meaningful or fulfilling life in the gig economy,’ with a mean of 4.09. The question with the third highest average, again at the level of agreement, was ‘I perceived work in the gig economy is making a difference in the lives of others,’ with a mean of 3.98. The question with the fourth highest average, again at the level of agreement, was ‘I think the work in the gig economy provides me with a sense of personal or professional fulfillment,’ with a mean of 3.96. The question with the fourth highest average, again at the level of agreement, was ‘I expect the work is consistent with my personal values or interest in the gig economy,’ with a mean of 3.94. As a result, the majority of respondents agree that personal opinions will impact students' intention to join the gig economy.

Table 4.4.1.3: Descriptive Analysis Statistic Senses of Community

No.	Item Description	N	Mean
1	I feel a connection to other gig economy community members	327	4.01
2	I think that making in the gig economy will allow workers to share values	327	4.09
3	I believe I will be able to make meaningful contributions to the gig economy community	327	4.10
4	I receive support or encouragement from other members of the gig economy community	327	4.07
5	I expect to have a sense of influence or control within the gig economy community	327	4.04

This table shows the average mean for each question in the first independent variable, which is meaningful work. The item with the greatest meaning was 'I want to work in a supportive or cooperative environment in the gig economy.' It had a 4.11 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was 'I expect my work will allow me to lead a meaningful or fulfilling life in the gig economy,' with a mean of 4.09. The question with the third highest average, again at the level of agreement, was 'I perceived work in the

gig economy is making a difference in the lives of others,' with a mean of 3.98. The question with the fourth highest average, again at the level of agreement, was 'I think the work in the gig economy provides me with a sense of personal or professional fulfillment,' with a mean of 3.96. The question with the fourth highest average, again at the level of agreement, was 'I expect the work is consistent with my personal values or interest in the gig economy,' with a mean of 3.94.

Table 4.4.1.3: Descriptive Analysis Statistic of Alignment with Organizational Values

No.	Item Description	N	Mean
1	I prioritize the values of the organizations in my works as a gig worker	327	4.13
2	I understand the organization's values in the context of the gig economy	327	4.07
3	I faced some challenges as a gig worker in aligning with the organization's value	327	4.06
4	I believe that gig workers can adapt alignment with organization values	327	4.07
5	I have the impression that organization can better communicate its value to gig workers	327	4.09

This table shows the average mean for each question in the first independent variable, which is alignment with organizational values. The item with the greatest meaning was 'I prioritize the values of the organizations in my work as a gig worker.' It had a 4.13 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was 'I have the impression that organization can better communicate its value to gig workers,' with a mean of 4.09. The question with the third highest average, again at the level of agreement, was 'I believe that gig workers can adapt alignment with organization values,' with a mean of 4.07. The question with the fourth highest average, again at the level of agreement, was 'I understand the organization's values in the context of the gig economy,' with a mean of 4.07. The question with the fourth highest average, again at the level of agreement, was 'I faced some challenges as a gig worker in aligning with the organization's value,' with a mean of 4.06.

Table 4.4.1.3: Descriptive Analysis Statistic of intention to join the gig economy

No.	Item Description	N	Mean
1	I plan to participate in the gig economy	327	3.95
2	I want to become a gig worker	327	3.97
3	I will most likely work in the gig economy in the coming years	327	3.95
4	I'm considering working in the gig economy	327	3.97
5	I am very interested in working in the gig economy	327	3.91

This table shows the average mean for each question in the first independent variable, the intention to join the gig economy. The item with the greatest meaning was 'I am considering working in the gig economy.' It had a 3.97 mean, which is on the agreeable scale. The question with the second highest average, again at the level of agreement, was 'I want to become a gig worker,' with a mean of 3.97. The question with the third highest average, again at the level of agreement, was 'I will most likely work in the gig economy in the coming years,' with a mean of 3.95. The question with the fourth highest average, again at the level of agreement, was 'I plan to participate in the gig economy,' with a mean of 3.95. The question with the fourth highest average, again at the level of agreement, was 'I am very interested in working in the gig economy' with a mean of 3.91.

4.5 CORRELATION ANALYSIS

Correlation analysis is a statistical method for measuring and quantifying the relationship between two or more variables. It aids in determining whether and to what extent changes in one variable are related to changes in another. Correlation analysis reveals the strength and direction of the relationship between variables.

Table 4.5.1 Correlations between Independent variables and Dependent Variable

		Meaningful work (MW)	Sense of community (SOC)	Alignment with o.values (AOV)	Dependent variable (Intention to join gig economy)
Independent Variable 1 (MW)	Pearson Correlation (r) Sig.	1	0.677 0.000	0.698 0.000	0.529 0.000
Independent Variable 2 (SOC)	Pearson Correlation (r) Sig.		1	0.660 0.000	0.564 0.000
Independent Variable 1 (AOV)	Pearson Correlation (r) Sig.			1	0.590 0.000
Dependent variable	Pearson Correlation (r) Sig.				1

** Correlation is significant at the level 0.01 level (2-tailed)

The Pearson Correlation Analysis results for the three independent variables and the dependent variable are shown in the table below. The association for independent variable 1 is significant at the 0.01 level (2-tailed). Pearson correlation coefficient of 0.01 (2 tailed) performed after the researcher observed a variety of positive and negative associations and its a good

relationship. The closer the data values are to the line, the stronger the relationship. Tables for correlation coefficients less than 0.01 and -0.01 were excluded because they began to look like dots and made determining the link difficult. Pearson correlation produces a Pearson correlation that is significant at the 0.01 level.

4.5.1 HYPOTHESIS TESTING

H1: Meaningful work affects intention to join the gig economy among hospitality and tourism students

This indicates a significant relationship exists between meaningful work (IV 1) and intention to join the gig economy among hospitality and tourism students (DV) ($r = 0.667$ $p < 0.01$). The positive value of Pearson Correlation of 0.667 showed a relationship between meaningful work and intention to join the gig economy among hospitality and tourism students. At the same time, the significance level of both variables, which is 0.000, showed highly significant, and the strength is in the moderate range. From the results, researchers concluded that meaningful work and intention to join the gig economy among hospitality and tourism students have positive relationships. Hence, the researcher accepted the alternative hypothesis.

H2: Sense of community affects intention to join the gig economy among hospitality and tourism students

This indicates a significant relationship exists between a sense of community (IV 2) and intention to join the gig economy among hospitality and tourism students (DV) ($r = 0.660$ $p < 0.01$). The positive value of Pearson Correlation of 0.660 showed a relationship between a sense of community and intention to join the gig economy among hospitality and tourism students. At the same time, the significance level of both variables, which is 0.000, showed highly significant, and the strength is in the moderate range. From the results, researchers concluded that a sense of community and intention to join the gig economy among hospitality and tourism students have a positive relationship. Hence, the researcher accepted the alternative hypothesis.

H3: Alignment with organizational values affects intention to join the gig economy among hospitality and tourism students

This indicates a significant relationship exists between Alignment with organizational values (IV 3) and intention to join the gig economy among hospitality and tourism students (DV) ($r = 0.590$

p<0.01). The positive value of Pearson Correlation 0.719 showed a relationship between Alignment with organizational values and intention to join the gig economy among hospitality and tourism students. At the same time, the significance level of both variables, which is 0.000, showed highly significant, and the strength in the moderate range. From the results, researchers concluded that Alignment with organizational values and intention to join the gig economy among hospitality and tourism students have positive relationships.



4.6 SUMMARY

In this study, 327 respondents were input into SPSS software to conduct data analysis. Descriptive analysis was conducted in terms of independent variables and dependent variables. Besides that, Pearson's Correlation analysis and analysis resulted in a positive relationship between independent and dependent variables and showed a significant relationship with each other. It can be concluded that each independent variable is related to the dependent variables. In the end, among all three intentions to join the gig economy, the independent variable of Alignment with Organizational Values was found to have contribute towards dependent variables.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 OVERVIEW OF THE CHAPTER

In this chapter, the results of analysis in Chapter 4 will be further discussed based on recapitulation of research objectives and research questions, discussion according on research objectives and research question. The limitations of this research and also the recommendations for the future research will be discussed in this chapter based on theoretical and practical aspects.



5.2 RECAPITULATION OF RESEARCH QUESTION AND RESEARCH OBJECTIVE

1. To identify the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students.
2. To measure the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students.
3. To investigate the relationship between alignment with organizational value and intention to join the gig economy among hospitality and tourism students.

The research questions are also set out of this following:

1. What is the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students?
2. What is the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students?
3. What is the relationship between alignment with organizational value and intentions to join the gig economy among hospitality and tourism students?

5.3. DISCUSSION BASED ON RESEARCH OBJECTIVE AND RESEARCH QUESTION

5.3.1 RESEARCH QUESTION AND RESEARCH OBJECTIVE 1

Research Objective 1 : To identify the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students.	Research Question 1 : What is the relationship between meaningful work and intention to join the gig economy among hospitality and tourism students?
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According to the mean score of hospitality and tourism students' intention to join the gig economy, most respondents agreed (mean=4.0836). In order to determine whether the factors will influence hospitality and tourism students' intention to join the gig economy because of meaningful work, Alignment with organizational value and sense of community, Pearson's Correlation analysis was tested. From the research results, it can be shown that independent variable 1 (meaningful work) had a moderate relationship towards hospitality and tourism students' intention to join the gig economy. It refers to Pearson's Correlation value (R-value) which is 0.529. It shows a positive correlation between independent variable 1, meaningful work, and the dependent variable, which is tourism and hospitality students' intention to join the gig economy. To the previous article, individuals who perceived work to be meaningful were significantly high in work engagement (Umair Ahmed, 2016). Meaningful work involves realising one talent and abilities, as well as one individuality, in one work and producing activity in a self-determined manner (Roessler, 2012).

5.3.2 RESEARCH OBJECTIVE AND RESEARCH QUESTION 2

Research Objective 2 : To measure the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students.	Research Question 2 : What is the relationship between a sense of community and intentions to join the gig economy among hospitality and tourism students?
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The result had also shown independent variable 2, a sense of community, had a good influence on hospitality and tourism students' intention to join the gig economy. It refers to Pearson's Correlation value (r-value) which is 0.564, showing a moderate relationship between independent variable 2, the sense of community and the dependent variable, hospitality and tourism students joining the gig economy. The Cronbach's Alpha result for this section's question was 0.824, which was very good. The previous study shows that a sense of community in a virtual community plays a significant role in developing mutual trust. It increases the belief that members adhere to community norms and thus can be trusted (Blanchard et al., 2011). Although empirical evidence on the relationship between shared emotional ties and a sense of community is limited, shared emotional ties are based on the idea that frequent interactions and shared events result in stronger attachment and relationship development (Pendola, 2008).

5.3.3 RESEARCH OBJECTIVE AND RESEARCH QUESTION 3

<p>Research objective 3:</p> <p>To investigate the relationship between alignment with organizational value and intention to join the gig economy among hospitality and tourism students.</p>	<p>Research question 3:</p> <p>What is the relationship between alignment with organizational value and intentions to join the gig economy among hospitality and tourism students?</p>
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In order to investigate the relationship between alignment with organizational value and intention to join the gig economy among hospitality and tourism students, Pearson's correlation analysis is conducted. Pearson's Correlation value (r-value) between alignment with organizational values and tourism students' intention to join the gig economy was 0.590. Hence, there is a moderate relationship between the alignment with organizational values and tourism students' intention to join the gig economy. Based on Cronbach's Alpha, the result for this section's question was 0.854, which was very good. Thus, the coefficients obtained for the question variable were reliable. From the

previous study, strategic alignment reflects an organization's ability to communicate strategic priorities that help employees understand how their daily job tasks and roles directly contribute to the success of strategic priorities, Biggs et al. (2014). Collins (2001) and Porras (2004) found that the relationship between alignment with organizational values is relates to generally accepted work performance.

5.3.4 SUMMARY OF HYPOTHESIS TESTING

Hypothesis in literature review shows there is a significant relationship for independent variables between meaningful work, sense of community, alignment with organizational value and intention to join the gig economy among hospitality and tourism students. The significant value was >0.01 shows supported for all independent variables.

The summary of the hypothesis is shown in the table. This table tests the correlation, whether the variables correlate with examining the relationship between variables.

Table 5.3.4.1: Summary of Correlation Testing

H	Statement	P Value	Decision
H1	There is a positive relationship between meaningful work and intention to join the gig economy among hospitality and tourism student	<0.01	Supported
H2	There is a positive relationship between senses of community and intention to join the gig economy among hospitality and tourism student	<0.01	Supported
H3	There is a positive relationship between alignment with organizational values and intention to join the gig economy among hospitality and tourism student	<0.01	Supported

5.4 LIMITATION OF THE STUDY

The study's objective is to discuss the factors influencing intention to join the gig economy among hospitality and tourism students at the University Malaysia Kelantan and to find out the methods of students how to start joining the gig economy after graduation. However, a few limitations give researchers a challenge to complete this study. The limitation is based on restrictions: sample selection, variables studied, sample size and descriptive analysis.

First, the limitation of the study is that the target respondents are limited to students of Hospitality and Tourism at the University of Malaysia Kelantan. All the responses are solely from individuals belonging to the 1990s generation. This specific age group might not represent the diverse perspectives and experiences of individuals from other generations. Consequently, the conclusions drawn from this survey might only partially capture the viewpoints and behaviours of individuals from different age groups. This restriction undermines the ability to generalize the findings to a wider population and may introduce biases that could impact the overall validity and reliability of the study.

The second limitation of the study is the relatively small sample size used to collect data. As mentioned, the survey was conducted as part of a final-year project, often imposing time and resource constraints on the researchers. Consequently, the sample size might only represent some of the Hospitality and Tourism students population at the University of Malaysia Kelantan.

The third limitation of the study is the inclusion of only three independent variables. The researchers focused on a narrow set of factors, which may need to capture the complexity and multidimensionality of the research topic fully. Future studies should incorporate a broader range of independent variables relevant to the research topic to address this limitation. A more comprehensive analysis considering multiple factors would lead to a more holistic understanding of the subject under investigation.

The last limitation of the study is descriptive analysis. It primarily involves analyzing numerical data through measures such as frequencies, percentages, means, or correlations. While these statistics provide valuable information about the prevalence or distribution of intentions to join the gig economy among student hospitality and tourism, they may need to capture the complexity and nuances that qualitative or mixed-method approaches can offer. Descriptive analysis alone may

not provide in-depth insights into students' motivations, attitudes, or experiences related to the gig economy.



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5.5 RECOMMENDATION FOR FUTURE RESEARCH

5.5.1 Theoretical Recommendations

The researcher can refine the sample with a large population for theory. In this study, the researcher only focused on hospitality and tourism students at the University of Malaysia Kelantan. However, the researcher might broaden the population by involving different courses and existing faculty from other universities or even Universiti Malaysia Kelantan. With a larger sample size, the researcher may gather more responses and examine the amount of comprehension regarding gigs in sitting, which varies by university and faculty. Different theories, for example, can be employed in research, such as Labour Process Theory (LPT) and Self-Determination Theory (SDT).

5.5.2 Practical Recommendations

When entering the field of work, especially the gig economy, aligning with personal values or interests is important. The organization might organize regular or occasional training to improve work quality and provide essential information. Also, transparency in an organization's presentation must be emphasized and given full attention so that employees have faith in the company. Employees can contact the parties involved directly about work-related difficulties, such as salary payment issues, without going through an intermediary. As a result, it will provide meaningful work to workers and encourage more people to the gig economy.

In maintaining a strong sense of community, organisational bonding should be emphasised. One of the methods is to hold a programme, such as an annual dinner or meeting, in which all employees, regardless of rank, participate. Part-time employees are also welcome. It must ensure that part-time employees do not feel isolated, and this also strives to guarantee that employees have a sense of community and a sense of belonging to the organization. To ensure alignment with organizational values, the company must prove to employees that they can trust the company, and employees must also be confident that the company can help develop their existing skills and accountability, ensuring that all employees, even part-time employees, have their rights. Companies or organizations must consider employee welfare issues such as medical benefits, annual bonuses, and training course prices. Part-time employees must have health insurance. When all virtues are addressed, employees are more likely to stay.

5.6 CONCLUSION

Researchers examined three independent variables in this study: aligned with organizational values, sense of community, and meaningful work. The researcher's Pearson's correlation, descriptive analysis (mean score), and reliability analysis are all positive, significant, and moderate. A p-value is used to evaluate the outcome of hypothesis testing. The hypothesis testing result is statistically significant if the p-value is less than the significance level. The hypothesis testing result is statistically significant if the p-value is less than the significance level. There are limitations, primarily relating to the researchers' approach, and recommendations for future research are made.

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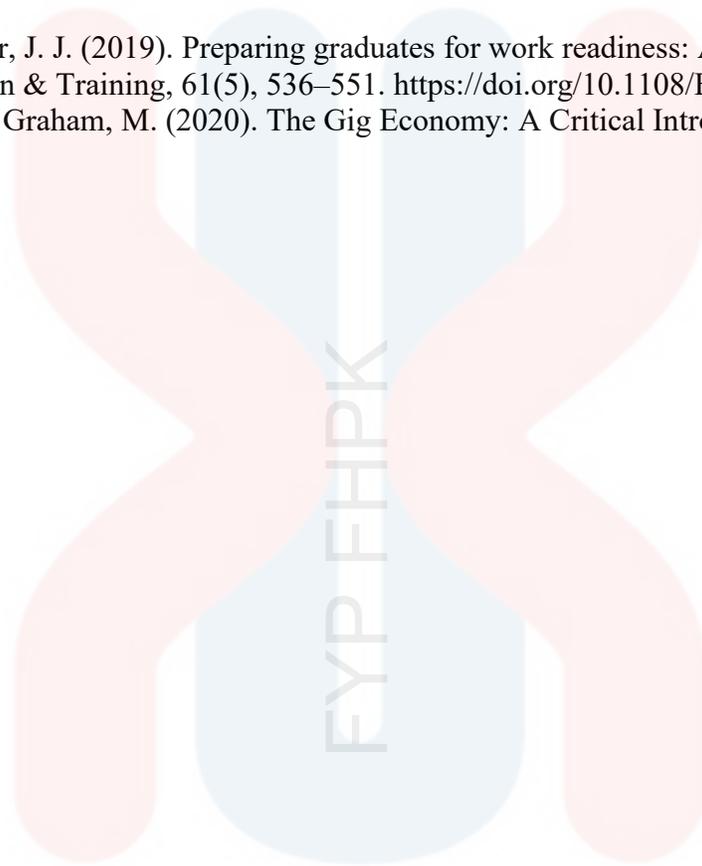
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